



Asha Kumari

Beneficiary TEDP

Tribal Artist

Gota Patti

An Inspiration to her community

She is barely literate, having studied only up to the first standard, but 23 years old embroiderer Asha Kumari can boast of having digital literacy. With the help of educated persons in her village, she has completed online marketing training, jointly facilitated for tribal artisans under the aegis of the Ministry of Tribal Affairs (MoTA) and the national industry body- The Associated Chamber of Commerce and Industry (ASSOCHAM).

A young woman of few words, Asha stitches, cuts or attaches intricately created *gota* pieces on fabrics, usually worn at important occasions, as they are a must-have in festive and bridal wardrobes. She makes some pieces for casual *kurtas* as well because they are in vogue these days.

Asha works on the unique and brightly coloured tie-dye technique *leheriya sarees*, adorned by brides and fashionistas. She is glad that despite being married, she gets to work for 8-10 hours every day and earns 250-300 rupees per piece (dress).



Eldest among four siblings, Asha does job work for suppliers. The supplier provides her with the *khaka* -- an important component of embroidery, whereby the design is drawn on butter paper with intricate detailing before tracing it on the fabric. Her teenaged sister, Lalita is also engaged in *gotapatti* embroidery.



When Asha receives larger order, her income increases to 3500-4500 rupees in the month. There are times when she has even earned between 15000-20000 rupees in a month as well. Generally, during the wedding seasons, her income rises.

Noticeably, the endeavour of the government will boost the disposable incomes of rural and tribal artisans, which in turn will have a positive impact on the economic growth of the nation.